

Here's how to take what you've learned in *Advertising Magic* to the next money-making level...

“You’ll Be Absolutely *Blown Away* With All The New Killer Information I’ve Learned Since I Created ‘Advertising Magic’ 3 Years Ago!”

“I’m Flat-Out Sick & Tired of Fluff-Filled Seminars That Leave You Scratching Your Head and Wondering, ‘Where’s the Beef?!’”

The *1997 Advertising Magic Boot Camp* Gives You Hot, NEW Information That Answers Your Specific Questions and Gives You a *Very Detailed* ‘Success Action Plan’ to Take Home & Use So You Can Start Making Money Right Away!”

PLUS You Get \$2,932.95 In FREE Bonuses!

(More about those HOT bonuses later)



“You’ll walk out of the Advertising Magic Seminar with a new vision for your business, plus a concrete “Success Action Plan” for putting what you’ve just learned to work for you.”

*“In fact, in the next 12 months if you don’t make at least **TEN TIMES** what you paid to register for the seminar, I’ll promptly give you your money back with absolutely no hassles and we’ll part as friends.”*

Dear Friend,

I can’t believe it!

A handwritten signature in black ink that reads "Brian Keith Voiles".

It’s been almost three years since my course, “Advertising Magic” came to market. Thousands of people have now used it to create successful ads and sales letters that are making them money time and time again. Take a look at what some of them say:

Michael Jans, CAE, Vancouver, WA (206) 694-5730

“Brian took my rough draft display ad, and in less than 30 minutes he made that ad sing! How do I know? Because the response from the market is blowing me away! My staff can barely keep up with the leads!”

Joe Polish, Piranha Marketing, Tempe, AZ (602) 858-0008

“Someone would have to be completely brain dead to not make their investment back many times over if they implement anything from your course. I’ve made no less than an extra \$40,000 this year from using the techniques in your course.”

Harold Gregg Jr., Experts Choice, Austin, TX (512) 892-0336

*“Immediately after a personal consultation with Brian, **I saw my own sales more than double.** What sets Brian apart is his understanding of the qualities of ‘truth’ and ‘empathy’ and their role in the selling process. He has an innate and deep understanding of these qualities and of their importance not only in writing but for success in life.”*

(please turn over to page 2)

Tom Evans, FFI, Tampa, FL (800) 321-2352

"After spending nearly \$3000 on three direct marketing programs, I purchased Ad Magic. I could have saved all that money by buying Ad Magic in the first place. Your course is the best value I ever got for my marketing educational dollar."

Michael Singer, Joseph Financial Group, Birmingham, MI (248) 594-1020

"Ad Magic is simply, without a doubt the best book on direct response advertising I've ever read. Period. I'm very familiar with Ogilvy, Kennedy, Abraham, etc. but none of them has put all of this information together in one place as you have... as I was reading it I thought, 'this is what I have been looking for!'."

Maurizio Verrelli, Quebec, Canada (514) 626-8613

"You really care about the success of your students. You pour your heart and passion into your work and it shows. The old saying 'you get what you pay for' doesn't hold true when it comes to you. You give 100 times more than the little you charge."

That's just a small sampling of the people who have written me to tell me how they've benefited from the course and are making money using the strategies I teach in Advertising Magic.

And, as proud as I am about Advertising Magic, I've learned so much more in the last three years! And I'm making more money than ever with these new techniques and discoveries... secrets that I want to show you.

That's why I'm writing you today... to announce:

**"THE 1997 ADVERTISING MAGIC BOOT CAMP"
Will Be Held in Sandy, Utah at the Courtyard Marriott on
Friday, November 14th and Saturday November 15th.**

Starting at 8:30 a.m. sharp on Friday, you'll begin learning the new nuggets of gold that I have discovered in the last 3 years.

You see, I've bent over backwards to make sure this "Boot Camp" is the most potent, money-making seminar you've ever heard. **In fact, I surveyed over 250 of my customers to find out what your biggest problems are when it comes to creating killer sales copy.** The "1997 Advertising Magic Boot Camp" will solve all those problems and answer your questions!

What's more, you absolutely must make money (lots of it) from what you learn at the seminar or I don't want a penny of the puny tuition. In fact, I'm so confident that you'll be absolutely head over heels with the seminar that I'm making this outrageous guarantee:

**Your Double-Protection, No-Fluff, 10x-Your-Money,
OUTRAGEOUS, 100% Guarantee!**

Attend my seminar. If, once the seminar is over, you don't feel you've gotten much more than your money's worth, simply ask for your money back... I'll cut you a check for every penny of the tuition, right on the spot. What's more, if you take action on what you learn at the seminar and it doesn't make you at least **TEN TIMES** what you paid to attend within one year, simply contact me for a complete, no-hassle refund of your tuition.

I'm going out of my way to make this nearly "psycho" guarantee. But I'm willing to take that risk because I know I always deliver on my promises, and I trust you to not take advantage of me. You are "on your honor" so to speak.

Take a look at a small smidgen of what you'll learn at the "1997 Advertising Magic Boot Camp:

- **The 4 keys to using response-boosting, emotion-provoking stories in your sales copy** and how to avoid falling flat on your face using them! (*My newest sales letter uses a story that elicits the pain my prospects feel, and strikes a powerful emotional chord... this story has improved my response by slightly over 29%.*)
- Learn how I use the Internet to research a target market to find out their wants, needs, desires, and passions! (*Do your research correctly and your copy is 10 times more likely to work!*)
- How to come-up with absolute mind-blowing, attention grabbing headlines that knock the socks off your prospects and practically force them to read the rest of your message!
- **How to create killer full-page ads... step by step!**
- Secrets of properly using graphics to attract readers to your sales copy. I call it "*Graphic Seduction*" – you'll call it a revelation from heaven! (*Knowing how to appropriately use graphics is tricky. If you do it wrong, your letter or ad will likely be flat-out boring!*)
- Complete instructions on how to develop and create a "Drip System" of **sequential mailings** and contacts – learn steps "A to Z"!
- **How to create killer sales letters... step by step!**
- How to target any kind of market you want to, and test to see if they really do want what you've got... before you spend a fortune!
- The simple technique I use to "get my butt in gear" when I'm having a hard time getting started writing copy!... *sometimes it's hard to get started – but my sure-fire technique will get you rolling in no time!*
- **How to create killer brochures... step by step!**
- How to use a simple tracking system to detect specifically who is responding to your ads and letters – and how to use that information to find out how to make more money!
- **How to create killer fliers... step by step!**
- The 6 risk-free steps to testing and then rolling-out your promotion to a gigantic list of prospects. (This technique has already earned me over \$86,000 in the last three months and will earn me another \$106,000 in the next 3 months, I predict. I'll show you how to do it, too!)
- **How to create killer classified ads... step by step!**
- How to write irresistible headlines that virtually grab your prospects' eyeballs and glue them to your message!
- **How to create killer small display ads for lead generation... step by step!**
- How to purchase full-page ads at one-fifth of the price the sales rep tells you. (*This awesome technique is so effective it makes me giddy every time I talk about it. In fact, if*

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you're going to be running full-page ads, learning this is easily worth your entire tuition!)

- **How to create killer postcards... step by step!**
- The four keys to finding the perfect list for your target market so you don't dump thousands of dollars into the everlasting "mailing list black-hole"!
- Learn exactly what "testing" really is and how many so-called "gurus" have lead you astray on the subject!
- **How to create a killer voice mail message that will capture your prospects contact information... step by step!** (*you'll be surprised at what really makes a voice message kick-butt!*)
- The two little-known secrets that show you whether a list could work for your offer before you even think about renting it!
- **How to create tear sheet mailings... step by step!** (You know, the ads that look like magazine articles and are mailed with a yellow post-it note? This is one of the most deadly effective mediums of marketing being used today... do it wrong and you shoot your integrity right out the door – do it right and cash-in big while keeping full integrity!)
- How to easily overcome your self-defeating talk, "I don't have time to concentrate and get my copy written". Come-on now, that's a LAME EXCUSE ...and you know it!
- Insider tricks of the trade for selecting an honest (and good) list broker! (*Make a mistake here and you're likely to lose money hand over fist!*)
- **How to create a killer opening paragraph that forces your prospect to read your letter!**
- My never-heard-before secrets about how to pump passion (*not hype!*) into your sales copy!
- How to layout your ads and sales letters!... what fonts to use?... what margins are best?... when should you indent?... when do you use underlining, bolding, italics?... how big should your headline be?... and much, much more!
- Learn details on **how to personalize your letters**, your offers, and your guarantees.
- How to effectively use grabbers to literally grab your prospects attention and get them immediately interested in your offer!
- How to use postcards as lead generation devices and **testing devices!**
- How to use an "in-house list" to drive customers to make repeat purchases! (*This works almost like a charm for retailers, wholesalers who want to motivate their retailers, and mail order businesses!*)

Whew!!! It gets me super-excited just writing about it all! Any one of the above little-understood methods and techniques could mean the difference between your greatest success and your worst failure.

As you can see, this boot camp isn't going to be some shallow skim-over-the-topics deal like a lot of seminars you may have attended. There's no way I'd throw my reputation out the window like that!

I'm going to go **in-depth, detail by detail, into how to use and apply all of these techniques...** whether you have a retail business, a service business, or a mail-order business, you're going to get the nitty-gritty so you can do just what I do, and more.

You're going to go home with a plan – a plan created specifically for your business. I call it the:

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“Success Action Plan.”

A “**Success Action Plan**” will allow you to start implementing what you learn at the boot camp the minute you step back into the office on Monday morning. Here’s how your “Success Action Plan” will work:

As we cover each topic you’ll want to pay special attention and consider how it will apply to your business. You’ll be asked during the boot camp to stop and write down how you can use this topic in your business. Then you’ll be asked to set long-term, short-term, and mid-ranged goals to be able to apply the topic to your business.

You’ll then break each goal into “Action Steps” and set deadlines for those “Action Steps”. Next you’ll prioritize these “Action Steps” so that when you step back into your office on Monday, you’ll know exactly what to do first in order to use what you’ve learned at the boot camp.

It’s really a very simple thing to implement – and by doing it I think you’ll find you’ll get more from the “1997 Advertising Magic Boot Camp” than you got from any previous seminar you’ve ever attended.

You’ve absolutely *got* to get to this boot camp. By the way, you may be wondering why I’m calling this a “boot camp” rather than just a “seminar”.

You see, a BOOT CAMP is a place where you get trained and worked. A seminar is where you sit with your little notepad and just listen to some fancy guru-speaker show-off and sell their stuff. At the “**1997 Advertising Magic Boot Camp**” you’re going to be trained, schooled, and taught ‘til you’re blue in the face.

At most seminars the “guru” sneaks away during the breaks and meals to have time by his or her self, and is virtually inaccessible. At THIS boot camp, I flat-out WANT you to corner me and ask me (or my guest experts) questions. In fact...

I WANT you to grab me, drag me out to breakfast, lunch, or dinner with you and pepper me with question after question! I’ll strain my brain in every conceivable way to answer *any* conceivable questions you have. Grab me at the breaks... grab me whenever and wherever you can – I’ll be available!

But don’t just talk to me. Pick the brains of my 3-man team of marketing and copywriting experts, they’ll also be at your disposal. And also realize that some of the best opportunities for you at this boot camp will come from networking with all the other attendees.

My experience has been that some of the most valuable contacts I’ve ever made came from networking with other attendees... these contacts are priceless. In fact, I can honestly say that some of my best friends in the world and most-trusted business associates are people I’ve met at seminars.

Now let’s take a look at more of what you’ll learn:

- How to “do the arithmetic” so you know whether your project is even a possible candidate for a winner. (*We’re going to give you free software that we’ve developed with sweat and tears so you don’t waste any of your money or time on a dead-end project that has no potential*)
- Learn no-hassle ways to test different headlines and offers!
- How to practically guarantee that your letter gets delivered, opened, and read nearly 100% of the time. (*Most marketers are virtually flushing their hard-earned money down the toilet*)

because they don't know these simple techniques.)

- How to make sure your headline and opening are hitting the right emotional target before you mail a single piece of mail, or spend money on an ad.
- How and when to use classified ads as an appropriate lead generator and testing tool.
- **How to discover precisely what your target market thinks, and how they talk.** (And how to use this information to your nearly “unfair” advantage! I truly believe there is a direct relationship between how well you understand and empathize with your market and how much money you make.)
- **How to create intriguing and benefit-laden bullets** that consistently draw your prospects into your copy!
- How to come-up with new approaches to mail to your “over-mailed” mailing list and why “over-mailing” is one of the best things you could do for your future profits... and for your customers!
- Learn the best way to get honest feedback on your copy before you mail it out or run that ad... *(this is so simple I can't believe it's so overlooked!)*
- **How to get testimonials for a new product!**
- Discover which day of the week (there's only one) is the best day for your mail to get delivered to your prospects so you get maximum response. (I've tested this method over and over again. Hardly anyone knows it. You'll find out all about this **golden secret** at the boot camp.)
- What's the best way to mail your sales letter... 9x12 envelope?... #10 envelope?... use teaser copy or not?... first class stamp, first class metered, or bulk rate indicia?... colored envelope or plain white?... return address or not?... ***I'll answer all your questions finally answered in simple English!***
- The quickest and easiest way to write the first draft of your sales letter or ad! *(I talk to dozens of people who own my course each and every week who have no idea I teach this in the book – learn more about it at the seminar!)*
- The inside secrets revealed on how to really get the most from the SRDS! *(Learn these secrets and a whole new world will open-up to you!)*
- **What kind of postcards work best?**... two-panels with a reply card?... over-sized postcards?... two-color?... is a label okay?... 4-color glossy?... is first class better than bulk rate?... Learn the answers to all this and more!
- **The fine line between making people feel their pain and being too pushy...** if you can make them feel their pain, you'll get more sales – but push those hot buttons too hard and you'll lose the deal and ensure your prospects never buy anything from you ever again!
- The misunderstood secrets of **TEASER COPY** and why software companies can get away with it... *(and why you should avoid it like the plague unless you're mailing to a certain group.)*
- The 7 psychological weapons that make people unconsciously respond favorably to your sales message.

One **WARNING** though: you have to absolutely promise me that you'll use these “weapons” ethically and not to exploit other people or

manipulate them in any harmful way. They are so powerful that if you don't feel you can use these secrets for the benefit of others, I'm going to ask you to please leave the room during this session.

- **How to get published all over the Internet in various online magazines.** This is a super way to generate a continual, fresh flow of leads and get yourself recognized as an expert in your chosen field.
- *How to qualify prospects so that they become quality leads instead of time-wasting free-bee seekers!*
- Should you use an 800 number or make your prospects call long-distance?... learn the two schools of thought and when you should follow which school!
- **How to come up with killer offers** and inducements that will motivate your prospects to order what you're selling!
- What are the best questions to ask yourself to get started writing (*knowing this will overcome any hesitations you may have about writing your own copy!*)
- The truth about how to write to consumers as opposed to "business to business" copy.
- How to use 800 numbers, voice-mail, and free-recorded messages so you have a virtual "office staff" on hand 24 hours a day! (Knowing these secrets will help you run your business if you don't have much time on your hands.... PLUS they're cheap and incredibly effective.)

Now I want to tell you about all the killer, extra bonuses you're going to get just for attending the boot camp. I'm really "piling it on" for you because I want you to get 10 times your money's worth out of this seminar. So here's what you'll get FREE for coming to the Boot Camp:

FREE BONUS #1: "THE 1997 ADVERTISING MAGIC BOOT CAMP AUDIO TAPES"

That's right... every tiny bit of information revealed at this boot camp will be audio-taped. You get a copy of the audios once they are prepared, packaged, and duplicated. Selling price on these audios will be around \$757. Yours FREE... as my gift to you!

FREE BONUS #2: "THE KILLER SALES LETTER SAMPLE DISKS"

These disks are chock-full of sales letters that have raked in the cash time and time again. You'll be able to model these letters more easily since they're on disk. In fact, go ahead!... copy phrases from some of the hottest letters I've ever written and paste them and adapt them in your own letters – no problem!

Imagine what a killer asset this will be to you when you sit down to write copy and you're looking for starter ideas and more! The letters on this disk are worth no less than \$187,500 in copywriting fees, let alone the fact that they're all proven money-makers. ***This is easily a \$1,500+ value... yours FREE!***

FREE BONUS #3: "THE RUN YOUR NUMBERS SPREADSHEETS"

Jason Peery, my partner, has one of the most clear-thinking marketing minds I've ever seen. He's incredible. Jason has taken his valuable time to piece together several of the key spreadsheets he's used to help me make over \$75,000 in the last three months selling my Advertising Magic course.

Running your numbers with this spreadsheet could easily save you from throwing literally thousands of dollars down the drain trying to "make" your project work when it really never had a

chance in the first place. These spreadsheets are simple to use, and will certainly save you hundreds and thousands of dollars. **Easily worth \$100... yours FREE!**

FREE BONUS #4: “BIG FAT BEEFY BOOK FULL OF NOTHING BUT WINNING ADS & SALES LETTERS... BRIAN KEITH’S SAMPLE BOOK”

When it comes to getting started writing a letter, nothing helps me more than to pull out a bunch of winning ads and letters and use them for ideas. My “Big Fat Beefy Book Full Of Nothing But Winning Ads And Sales Letters” will help you get started. I use it almost daily myself... you’ll love it. In the past it’s sold for **\$237... it’s yours FREE**. This is the book I’ve used to close dozens of copywriting deals. Prospects are so blown away by the sheer amount of copy that I’ve written, they can’t resist hiring me!

FREE BONUS #5: “INFLUENCE: THE PSYCHOLOGY OF PERSUASION”

This book has taught me more about how to create money-making sales letters and ads than any book I’ve ever read. Understand, it doesn’t talk about how to write a letter at all... but what it does teach is the psychology of persuasion. At the boot camp Jason will be teaching you how to apply what you’ll learn from this book. But I thought it would be great to send you home with your own personal copy. *(A \$13.95 value, yours FREE as my gift.)*

FREE BONUS #6: “KILLER PHRASES & WORDS THAT ARE GUARANTEED TO SELL”

This report will share with you some of the hottest ways to help you say what you want to say. You’ll learn what words and phrases work to help you get your prospects to take the action that you want them to take! *(A \$37 value, yours FREE!)*

FREE BONUS #7: “HOW TO IDENTIFY AND DEAL WITH YOUR PROSPECTS’ OBJECTIONS IN YOUR SALES LETTERS AND ADS”

On this audio tape you’ll hear Michael Kimble use his 15+ years of selling experience to help you discover how to uncover the hidden objections your prospect is likely to have while reading your sales copy.

Michael is an absolute master at this – he’s shown me dozens of times how I can deal with objections in certain letters. You’ll be surprised at how easily you can put his advice into action. *(A \$47 value, yours FREE!)*

FREE BONUS #8: “THE KILLER HEADLINE CHECKLIST”

This checklist will provide you with several templates of headlines that you can simply adapt or tweak for your own copy. Also by following this checklist carefully you’ll be assured that your headlines are right on target!

It will help you make sure you’ve covered every trick in the book when it comes to getting the best results from killer headlines. Your headline is 80% of your ad or letter. Get things wrong in the headline department and you’ll lose your reader almost every time. *(A \$37 value, yours FREE!)*

FREE BONUS #9: “THE KILLER SALES LETTER & DIRECT MAIL CHECKLIST”

Don't you dare do another mailing without a killer sales letter through this rigorous checklist! It takes you by the hand and ensures you're doing everything “right” before you drop your letters in the mail. This checklist will give you the confidence you need - you'll know you're doing it right. *Page - 9* (please turn over to page 9)

Copyright © 1997 Brian Keith & Company, Inc. Spend a dime on mailings. (A \$1000 value)

FREE BONUS #10: “THE GOLDMINE RESOURCE DIRECTORY”

This resource really *is* worth gold... after years of being in the industry, I've compiled this resource directory to give you some of the most valuable contacts I've established. (a \$57 value) In the “GoldMine Resource Directory” you'll find:

- **Printing Companies** that give you dirt-cheap prices!
- **Audio Cassette Duplicators** that do a great job with some of the lowest prices I've ever seen!
- **Video Cassette Duplicators** that do a great job with some of the lowest prices I've ever seen!
- **Valuable Industry Newsletters** and must read **books** and where to get them!
- Where you can easily get **Mail Order Merchant Status** so you can accept Visa, MasterCard, Discover, and American Express, etc!
- Where can you get **Quality Binders** at low, low cost?... find the best resource in the country inside this directory!
- **Copywriters** that do a great job at reasonable prices!
- Where you can get those **wonderful and realistic million dollar bills** to use as killer, attention-getting grabbers at the top of your letters!
- Where to buy **computers and peripherals** for killer, low-low prices! (*This one is an HUGE money-saver!*)
- Where to get **long distance and 800# service** for as low as *10 cents per minute* with no monthly fees!
- Where to get a low-cost, **quality voice mail** system for your lead generation programs!
- Where to get your CD Roms and diskettes duplicated.
- How to find a **trustworthy list broker** who will actually work with you to find the lists that will match your market. (*And what to tell them to “train” them so they will be trustworthy and so they can help you – and the key questions to ask them to be able to cull-out the perfect list for your offer.*)

These bonuses will arm you “to the teeth” with tools that you need to make your sales copy bring you the money you deserve. Look, in spite of the fact that the value of these bonuses alone is \$2,932.95 (not to mention all the value you'll get at the Boot Camp) your investment to participate is just...

\$757!

And you're welcome to bring an associate, spouse, or business partner with you at no added cost.

Two-Payment Option: If you really want to attend but simply cannot fit it into your cash-flow very easily, you may want to split your investment into 2 equal monthly investments of \$378.50 plus a \$15 bookkeeping fee... one payment due now, and the second one 30 days later.

However, there is a **strict limit** to how many people can register for the room only seats 100 people in class. Understand, there's no way I can tell in advance how many people plan on bringing partners and associates. Therefore, I have to be careful about not over-booking.

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I can accept for this boot camp. Because I allow 50 people to register. Please (please turn over to page 10)

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THIS LETTER IS BEING SENT OUT TO OVER 2,000 PEOPLE. I can only take the first 50 paid registrants. If you really want to come, I suggest you get off the dime right away and call.

To Register For “The 1997 Advertising Magic Boot Camp” Simply Call 24 Hours a Day 1-(800)-821-2895.

When you call, please be sure and tell us if you'll be bringing a companion. And remember, if you need to break it up into two payments that'll be fine. We'll charge ½ now and ½ once the seminar is over. (*Available for credit card holders only*)

Then I'll mail-out a registration packet to you which will tell you all about the hotel and the surrounding Sandy area. It's beautiful this time of year... the mountains (only 20 minutes away) are just incredible here.

Look, it'd be a crime for you not to be here and learn this new information as well as get your specific questions answered and problems solved. You know, I honestly don't know of any other “guru” who tries as hard as I do to be accessible, open to questions, and just plain kind enough to make myself available to you.

Quite frankly, I don't see myself as a “guru”... I just see myself as someone who's been given some gifts – someone who has a responsibility to touch as many lives as possible. This is one way I intend to touch your life.

Sure, you have to pay to come. But what you're paying is a pittance compared to what most of these other “gurus” charge... \$3,500 up to \$25,000. You're paying a fraction of that to attend this boot camp... PLUS you're getting way more in value just from the bonuses!

I toyed around with several prices on this Boot Camp. I considered charging \$5-7,000 and I figured even at that price it'd still be worth it. After all, you're getting \$2,932.95 in bonuses – and there's really no way you can put a value on the knowledge and skills you'll get at the Boot Camp... not to mention the networking opportunities with other like-minded people.

Listen, this isn't a “regular” seminar – a seminar your typical “guru” puts on. This is a boot camp where:

- ⇒ **You'll Be Virtually Lavished With Attention From Me & My “Dream Team” of Experts.**
- ⇒ **We'll Stay Up Until The Wee Hours Of The Morning If Need Be In Order To Answer All Your Questions.**
- ⇒ **I Personally Am Going To Slave Over You To *Make Sure* You Learn What You Came To Learn.**

Essentially, I'll be there for you.

Now listen... let me shift gears here and say something very important about the boot camp can do for you: (*please turn over to page 11*)

There's not a single more important ; *Page - 11* could learn than how to write compelling sales copy that generates hot leads, customers, and sales. Think about it... the reason 98% of all businesses go bankrupt within 3 to 4 years is because they don't know how to get sales – they don't know how to generate leads and customers. *(please go to page 11)*

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It's not that they don't have good business ideas. It's not because the people aren't smart. It's not because the people don't have a good product.

It's Simply Because They Don't Know How To Get Sales!

And it's a rare skill to know how to really do that. And you're going to learn how to do that at the Boot Camp from a top expert.

Think about it... how could you possibly put a price on owning that knowledge and that skill?

If this Boot Camp were to cost \$50,000, wouldn't it still be worth it to know how to keep your business afloat? Wouldn't it be worth it to have other businesses pay you gobs of money because you know this skill inside-out?

How can you put a price on knowing how to bring in customers, leads, and sales?... you really can't. And what one thing could you possibly do that would be more valuable to your business than knowing how to bring in customers with killer copy that sells?

Think about it, what knowledge could be more valuable for you to know? Would reading the Wall Street Journal every day be more valuable?

Heck, some people spend five, ten and even 25 thousand dollars to attend seminars that don't even teach them garbage – it's a sheer waste of time and money! Or they spend thousands of dollars and years of their life getting educated in things that are really meaningless compared to this skill.

They'll learn how to crunch some numbers in the computer or they'll learn all about "Total Quality Management" or a bunch of other buzz-words and terms that *really don't effect the bottom-line*.

This is one skill that you can learn for virtually chump-change that's going to really make a difference in your business, or in any business you're involved in. If you know how to write copy, it doesn't matter what business you're in, you will always have the skills you need to generate leads and customers.

What is it worth to you to? Can you really put a price on it? For a measly \$757 dollars you'll be able to virtually master a skill that will bring you lifelong benefits... and you'll get \$2,932.95 in bonuses FREE. Don't you think you owe it to yourself to be at this Boot Camp? Call and register right now with your Visa, MasterCard or American Express:

1-800-821-2895

With Warmest Respect,



Brian Keith Voiles

P.S. Just to make sure you get all your questions answered, the last hour of each day will be spent in a "Question and Answer" session... feel free to ask whatever questions you'd like – no problem.

P.P.S. If you have any questions you'd like to run by me, my number is 1-(801) 255-5548. The best time to reach me is usually during the morning hours from 9:00 to 11:00 a.m.... Mondays, Wednesdays, and Fridays.

P.P.P.S. One final thing. If you're one of *Page - 12* phone and register for this Boot Camp
(and you must phone to get this), **you'll get \$100 off your tuition fee.** Instead of \$757
you'll be able to attend for \$657... but you must be one of (please go to page 12)

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Now Let's Take A Look At The Logistics

The "Advertising Magic Seminar" is being held Friday, November 14th and Saturday the 15th. On both days we'll go from 8:30 a.m. to 5:00 p.m. with an hour lunch break at noon, and 7 minute breaks periodically. Registration begins on Friday morning at 7:30 to 8:15.

Later Friday night, after the first day of sessions, you're invited to attend a networking meeting in the hospitality suite. This will give you a chance to develop friendships and business contacts with other attendees. These friendships often not only can become very profitable for you – but you'll also make some life-long friends as well.

You'll be staying at the Courtyard Marriott Hotel, the same hotel the boot camp is being held in. Their regular rate is \$99 for double occupancy, or \$89 for single. **However, I've arranged for you to stay for only \$79 per night, single or double occupancy.** They also have a free shuttle that can take you to the local mall, restaurants, etc.

After you call me and pay your tuition, call the hotel at (801) 571-3600 to make your reservations. Be sure you tell them you'd like to stay in one of the rooms that've been blocked-off for "The 1997 Ad Magic Boot Camp"...that way you'll get a special rate of \$79 for single or double occupancy. The Sandy Courtyard Marriott has an **indoor pool** and **hot tub** for relaxing in after the day's sessions.

Also, the newest and nicest mall in the Salt Lake Valley is just across the street from the Courtyard Marriott. It's a wonderful place. Their food court has everything from Arby's to Pizza, and Burgers to Japanese food (which is my personal favorite!)

P.S.#4 Now let me tell you about my three right-hand men – my "dream-team" experts who are masters of various marketing & copywriting subjects. They'll be helping me at the seminar:

Grahm Ambrose Grahm is the absolute best layout and graphics person you will ever meet. He will teach you everything you need to know about stunning graphic layouts that support the sales copy without overpowering it. Grahm's a brilliant marketer and copywriter as well, so he understands what relationship graphics has with sales copy.

Linwood Austin Linwood has been writing killer sales copy for 17 years. *He's the only person I've ever met who can buy \$7000 ads for a mere \$1500 bucks!* And get this: *he buys them at a moments notice... anytime he wants!* No need for "remnant space"! Linwood will teach you how to do it, along with several killer tips & tricks for your copy efforts!

Jason Peery Many of you have already met Jason... he's my business partner. Jason is the clearest thinking marketing genius I've ever met. In fact, I turn to him for marketing advice more than anyone else! Over the summer Jason's clear thinking has brought in no less than \$75,000 in extra profits I would've left on the table.

Jason will teach you all about how to run your numbers and make sure a project will be profitable before you pump money into it. He'll teach you all about the psychology of persuasion – and much, much more. This guy is sheer genius at it's best... trust me -- you'll see what I mean.

Don't put it off... remember, this letter is being mailed to over 2,000 people and I can only take the first 50 paid registrants. You need to call right away to make sure you'll be able to come.

Use your Visa, MasterCard or American Express and call **1-(800)-821-2895** to register today.

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